

ABSTRACT

A loyalty program with game that executes games on a smart card, wherein the loyalty program with game can also be used as a simple loyalty program without game, no major modifications need not be made to shop terminals, and the number of times customers can play games can be limited according to sales amounts, wherein point data managed by a point application is divided into two types: "pre-game points" and "post-game points." In shops, points are added to the pre-game points. For game execution, the pre-game points are subtracted, and points gained by game are added to the post-game points. Shop terminals need not be modified, and customers not to play game can also enjoy reasonable exchange of gained points. From the viewpoint of system management, by limiting the number of times customers can play game, points gained by game can be prevented from circulating infinitely.